

Welcome!!

Thanks – Arizona Commission on the Arts

Thanks—Bob Booker, Executive Director of the AZ Commission and

Thanks—Jim Ballinger, Executive Director of the Phoenix Art Museum
and member of the National Council on the Arts

Audience Questions:

How many applied to the NEA?

How many received NEA grants?

Did you know that if you've received a grant from the Arizona
Commission on the Arts, you may have indirectly received \$\$ from
NEA?

How many served on an NEA grant panel?

Today would like to share general information about:

” Who we are and what we do.

” Will guide you through NEA funding categories and,

” Share tips on preparing what we hope will be a successful application

Who We Are

The National Endowment for the Arts:

- ▶ is a public agency dedicated to advancing artistic excellence, creativity, and innovation for the benefit of individuals and communities.
- ▶ awards grants to arts organizations of all sizes across all 50 states and 6 U.S. territories.



Let's begin with Who we Are:

NEA **established** as an independent federal agency **by Congress**
1965

Our Mission is to Advance:

- ” Artistic excellence, creativity and innovation in the arts
- ” For the benefit of individuals and communities

NEA is **single largest national public funder** of the arts.

Awarded more than **\$4 billion** in grants **since inception**



Now,

I'd like to introduce full scope **of NEA's Signature Programs**

NEA Awards

- ▶ Direct Grants
- ▶ State and Regional Partnerships
- ▶ Leadership Initiatives
- ▶ Literature Fellowships
- ▶ Lifetime Honors



NEA provides:

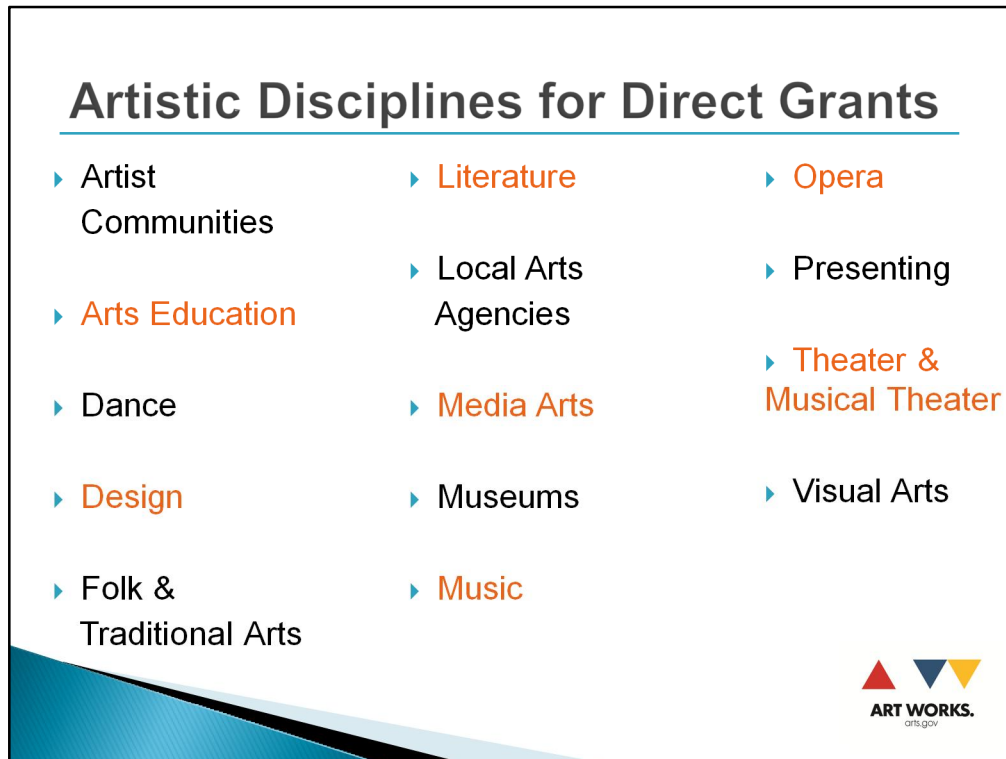
- 1. Financial awards to eligible organizations and,**
- 2. We recognize artists and arts organizations through several programs.**

We:

- “ Award Direct Grants**
- “ Foster State and Regional Partnerships**
- “ Maintain Leadership Initiatives**
- “ Present Literature Fellowships**

Recognition Awards

- “ Administer Lifetime Honorifics**



Direct Grants constitute **60%** of NEA’s grant funding.

We support projects of artistic excellence and artistic merit in a wide range of artistic disciplines.

In NEA’s current fiscal year, we have awarded 17 direct grants of \$435,000 throughout the state of ARIZONA.

Grants are posted on our website, by year, by discipline and by state.

State & Regional Partnerships



ART WORKS.
arts.gov

50 SAAs, 6 jurisdictions and 6 multi-state RAOs

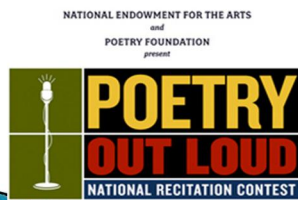
MAAF—US Artists International—Performance artists to int. festivals

South Arts—Southern Circuit—tours national independent film makers

Leadership Initiatives

Model Projects with —

- ▶ Indisputable artistic quality and merit
- ▶ Broad national reach
- ▶ Partnerships with other organizations
- ▶ Strong educational component



NEA maintains several Leadership Initiatives:

National programs that highlight a specific artistic discipline

Always developed through partnership, always a strong educational component.

Poetry Out Loud:

National high school recitation competition.

365,000 students competed at state/regional and national levels.

\$20,000 College scholarship is grand prize.

The Arizona Commission on the Arts makes this program possible in AZ

Shakespeare in American Communities—tours of professional theatre productions of Shakespeare to small and large communities

The Big Read—provides grants and resources to gather groups of people together (often through libraries or schools) to read one great piece of literature.

Literature Fellowships



- ▶ Poetry
- ▶ Fiction and Creative Nonfiction
- ▶ Translation

The next deadline will be in 2013.



Literature Fellowships:

Only competitive award given to individuals

3 categories:

- 1) Poetry
 - 2) Fiction & Creative Non fiction
- These alternate every year.

3) Translation (into English)
Offered every year.

Next Deadline = March 2013

Lifetime Honors



2011 National Medal of Arts recipient and poet/author Rita Dove receives her medal from President Barack Obama.

- ▶ National Medal of Arts
- ▶ NEA Jazz Masters
- ▶ NEA Heritage Fellows



*Photo by Anthony Brown, Imagination Photography.

Lifetime Honors or Lifetime Achievement awards for artists who have made extraordinary contributions.

1. **National Medal of Arts** is the highest award, given by the President each year to artists, arts patrons, and organizations in a White House ceremony.

This is poet and author **Rita Dove, a 2011 recipient**. Other notable winners include: actor **Al Pacino**, pianist **Van Cliburn**, Opera singer **Jessye Norman**, musician **Quincy Jones**.

2. **Jazz Masters: musicians and composers** (January ceremony at Lincoln Center)
3. **Heritage Fellows** folk & traditional artists (October awards ceremony and public concert)

Public may nominate—check our website



Direct Grants

Eligibility, Process, & Categories

Now, particulars of our Direct Grant program.

Who's eligible?

How are applicants reviewed?

What are the categories of funding available?

Who May Apply

- ▶ Nonprofit, Tax-Exempt 501(c)(3) Organizations, such as
 - Arts Organizations
 - Arts Service Organizations
 - Local Arts Agencies
- ▶ Official Units of State or Local Government, such as
 - School Districts
 - Arts Commissions
- ▶ Federally Recognized Tribal Communities or Tribes



NEA funds non-profit, 501c3 tax-exempt organizations including:

Arts organizations;

Arts service organizations (membership organizations such as Dance USA or the Theater Communications Group);

Local arts agencies;

And , other 501c3 non-profits such as youth or senior centers.

We also fund official units of state or local government;

School districts **NOT** individual schools;

And Federally recognized tribal communities or tribes.

Other Requirements

- ▶ Three-year history of programming
- ▶ 1-to-1 match for project budget



Two Additional Requirements:

Must have 3- year history of programming

- “ doesn’t need to be arts programming
- “ 3-year period not tied to when org received 501c3

1 to 1 match can be achieved in a variety of ways:

- “**Earned income** (ticket sales)
- “**‘In kind’** contributions from a third-party (i.e. theater space)—can have all in-kind match but speak to specialist
- “**Donations**
- “Or a **combination** of these

APPLICANT requesting \$20,000 must show total project expenses of at least \$40,000

We Do Not Fund

- ▶ General operating support
- ▶ Individuals
- ▶ Individual schools
- ▶ Facility construction, purchase, or renovation
- ▶ Commercial, for-profit enterprises
- ▶ Creation of new organizations
- ▶ Academic degrees
- ▶ Re-granting
- ▶ Projects that supplant existing in-school arts instruction



Activities we do **NOT** fund:

General operating support

Individuals (**except Lit Fellows**)

Individual schools

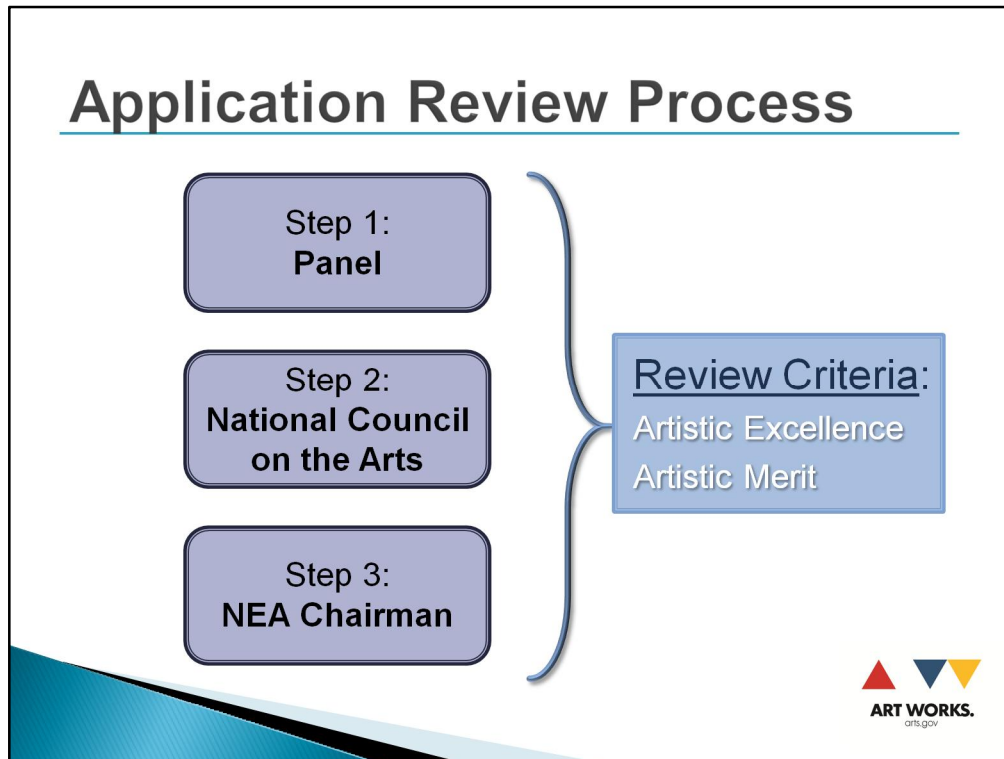
Facility construction, purchase, or renovation (**yes on design, no on bricks and mortar**)

Commercial, for-profit enterprises

Creation of new organizations

Or,

Re-granting (**UNLESS A LOCAL OR STATE ARTS AGENCY**)



HOW are Applications reviewed? 3 Steps in the process:

- 1. Panel of experts** in the area of discipline recommends;
- 2. National Council on Arts**, 18 members nominated by the President/confirmed by Senate recommends;
- 3. Chairman of the NEA**, Rocco Landesman, has final review & approval

All awards are Criteria-Based and projects must demonstrate:

- 1. Artistic Excellence**—professional stature of the artists, excellence of the production or exhibit quality
- 2. Artistic Merit**—refers to **Impact** on community or field; **Capacity** (staff, budget, experience, partners)

Advisory Panels



- ▶ Discipline-specific Expertise
- ▶ Diverse Artistic Perspectives
- ▶ Broad Geographic Representation
- ▶ Gender and Ethnic Diversity
- ▶ Confidential Deliberation



Now, a quick description of the process:

After applications are reviewed for eligibility, first step in review process involves a panel of experts.

Panels are discipline-specific though panelists have variety of experience (for theater, not just directors but actors, stage managers, producers etc)

We REQUIRE geographic representation and gender and ethnic diversity. Always include a LAYPERSON

Panelists review, discuss, and eventually score applications/work samples based solely on artistic excellence/merit criteria.

Panels do not deliberate grant amounts.

Panel meetings are closed and confidential.

Applicants are encouraged to contact the NEA after decisions are made to request (unattributed) feedback from the panel.

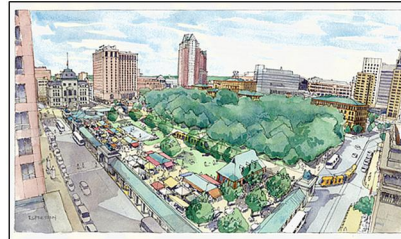
NEA Funding Categories



Itzhak Perlman plays with the Great Falls (MT) Symphony Orchestra to more than 600 students.

- Art Works
- Challenge America Fast-Track
- Our Town

Grants
For Arts Projects



City of Providence, RI



We've talked about:

WHO may apply, **WHAT** the requirements are, **HOW** applications are reviewed

Now, **WHERE** to apply within NEA categories available for funding.

The bulk of NEA's direct grants are accessed through **Grants for Arts Projects**, which includes:

Art Works

Challenge America Fast-Track

Our Town

Art Works

- ▶ **Art Works** projects accepted from all disciplines.
- ▶ Projects align with one of four outcomes:
Creation, Engagement, Learning, and Livability.
- ▶ An applicant may request a grant amount from **\$10,000 to \$100,000.**



ART WORKS—Broadest Category of Funding for Direct Grants.

Projects must align with 1 of 4 NEA outcomes:

Creation: Projects that produce **new works** of art.

Engagement: Projects that provide the public with **direct experiences** with the arts

Learning: Projects designed to increase or improve the participants' **knowledge or skills** in the arts. (all ages)

Livability: Projects that **strengthen communities** through the arts

Applicants may request from **\$10,000 to \$100,000 in the Art Works category.**

Art Works

Application Deadlines

August 9, 2012

Earliest Project Start Date:
June 1, 2013

March 2013

Earliest Project Start Date:
January 1, 2014



For Deadlines, check NEA's Website:

Art Works application deadlines are generally in **March & August**

Not all projects are eligible at each deadline:
(Refer to Guidelines and Guide to Programs)

For Example:

March Deadline may support:

Creation of art such as commissions and artists residencies or professional development projects.

August Deadline may support:

Engagement such as touring projects, or Lifelong Learning and Livability projects such as public art or festivals.

Art Works: Arts Education

- ▶ In-depth, **curriculum-based** projects for children and youth

Applications accepted at both deadlines:

August —**School-based** projects.

March —**Community-based** projects

- ▶ Projects must incorporate

Experience, Creation, and Assessment



For Example: Arts Education projects are funded through **Art Works**.

Funding is available for **in-depth, curriculum-based arts education for children and youth** (generally between ages 5 and 18).

August Deadline for school-based projects

March Deadline for community-based projects

Arts Ed Projects must include three components:

- 1. Experience**—Participants will experience exemplary works of art and gain increased knowledge and skills
- 2. Creation**—Participants will create art work
- 3. Assessment**—Learning will be measured and assessed according to national or state arts education standards.

Challenge America: Fast Track

- ▶ Projects that extend the reach of the arts to **underserved populations**
- ▶ Four eligible project types:
 - Arts event** featuring a guest artist
 - Unified promotion** of community-wide arts activities
 - Public art** projects developed with community engagement
 - Design activity** for new or existing cultural spaces
- ▶ **\$10,000** awards



The next deadline will be May 2013.



Challenge America Fast-Track category:

Primarily supports **small and mid-sized organizations**

Projects must extend the reach of the arts to **underserved communities** (those limited by geography, ethnicity, economics, or disability)

Four eligible project types:

1. **Arts event** featuring a guest artist
2. **Unified promotion** of community-wide arts activities
3. **Public art** projects developed with community engagement
4. **Design activity** for new or existing cultural spaces

ALL awards are **\$10,000** (but still **matched 1 to 1**)

Expedited application review and **notification** within **approximately six months** after application

The deadline is typically in May every year.

Our Town

- ▶ Focus on **Creative Placemaking**
- ▶ Applications must be **partnerships**, including:
 - A nonprofit design or cultural organization
 - A governmental entity
- ▶ Projects emphasize one of three areas:
 - Planning
 - Design
 - Arts Engagement Activities

North
• 182 residential units
Central
• 396 residential units
• 135,000 sf office (405 jobs)
South
• 154 residential units
• 5,600 sf office (648 jobs)



Our Town grants focus is on Creative Placemaking.

These are Projects that:

Strategically designed to shape the physical and social character of a community through arts and cultural amenities.

Intent is to transform communities into lively, beautiful, and sustainable places.

Applicants must demonstrate **partnership** between a **nonprofit entity (art or cultural org) & govt (local, state, county)**

3 Kinds of Projects:

“**Planning** : early stages of place making. Last year, in first round of OT, International Sonoran Desert Alliance in **Ajo, AZ** received \$100,000 to create a master plan for Ajo’s Plaza and Town Center.

“**Design** (further along – have a plan already

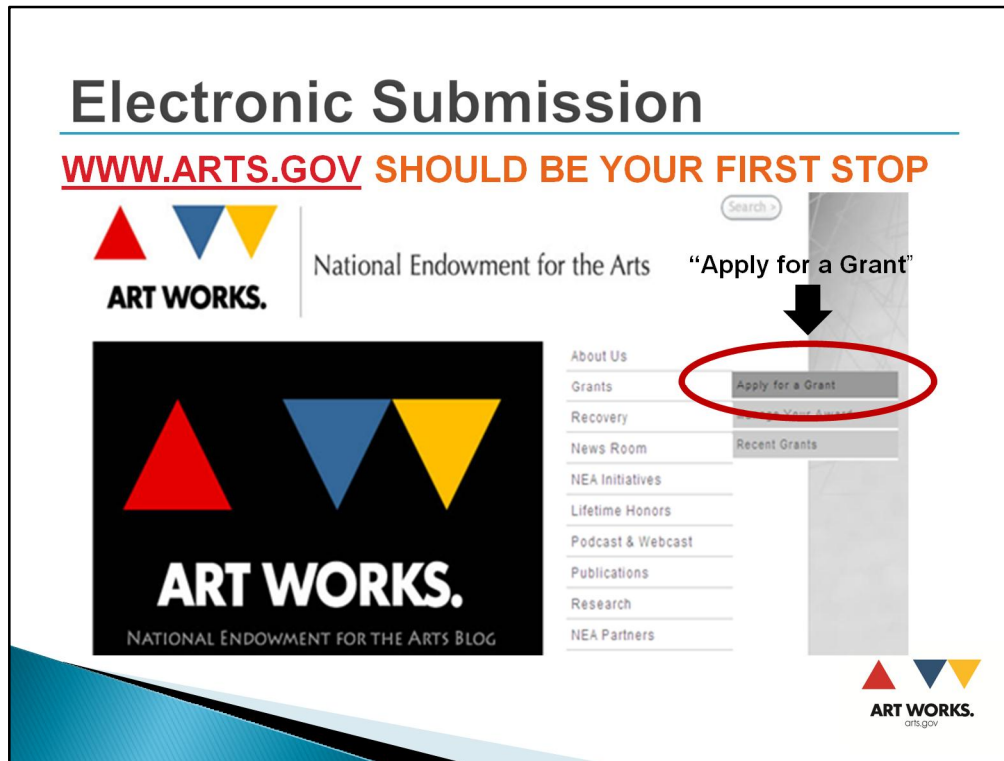
“**Engagement** (bring people to a space that already exists): Tucson-Pima Arts Council in **Tucson** received \$100,000 to support cultural asset mapping and community engagement for Tucson’s Historic Warehouse District.

“Organizations may request between **\$25,000 and \$150,000**

Submitting an Application for Direct Funding

Now I'd like to turn to the mechanics of applying online.

All government grants must be submitted online.



Submit application **at least 10 days** before the deadline.

Why 10 days?

Online application process **has multiple steps and oppts. for errors.**
Leave yourself plenty of time.

Arts.gov should be your first stop. Step-by-step instructions particular to each discipline are on arts.gov.

From the NEA's home page, Click "Grants" in the right hand column, and select "Apply for a Grant"

Electronic Submission

The screenshot shows the Grants.gov website for the National Endowment for the Arts. At the top, there is a header with the NEA logo and the text 'Grants.gov Apply for a Grant'. Below the header, there is a navigation bar with 'NEA Home' and a search icon. The main content area contains several links and information. On the left, there is a large black arrow pointing down and then right towards the 'Dance' link in the 'Artist Communities' section. The 'Dance' link is circled in red. Below the 'Dance' link, the word 'Dance' is written in quotes. The right sidebar contains a 'GRANTS.GOV' logo and several links: 'What is Grants.gov?', 'Who should use Grants.gov?', 'Register for Grants.gov', 'Register or Renew/Verify your Grants.gov Registration', 'Sign up to be notified of funding opportunities', 'Have questions? Should I contact Grants.gov or the NEA?', 'Grants.gov Tips', and 'Contact Grants.gov' with contact information.

Select a Discipline

Artist Communities

- [Arts Education](#)
- [Dance](#)
- [Literature](#)
- [Media Arts](#)
- [Music](#)
- [Visual Arts](#)

Museums

- [Museums](#)
- [Musical Theater](#)

Grants.gov Tips

Contact Grants.gov
Help Desk: 1-800-518-4726
E-mail: support@grants.gov
Web site: www.grants.gov

Then select the specific discipline of your project:

We've chosen Dance.

Electronic Submission

Funding Opportunities in Dance

GAP-presentation-transcript

Grants for Arts Projects

CFDA No. 45.024

The National Endowment for the Arts' primary funding opportunities for organizations can be found here. **An organization may submit only one application through one of the following FY 2012 Grants for Arts Projects categories (see "Application Limits" for the few exceptions to this rule).** For most organizations, these categories represent the full range of funding options for the entire year. Applicants should examine the goal and purposes of their project as well as the review criteria of these categories, and apply to the one category that is most relevant. **The Arts Endowment will not transfer applications between categories.**

- **Art Works:** To support the creation of art that meets the highest standards of excellence; public engagement with diverse and excellent art; lifelong learning in the arts; and the strengthening of communities through the arts. Within these areas, innovative projects are strongly encouraged. An organization may request a grant amount from \$10,000 to \$100,000. (Deadlines: March 10 and August 11, 2011)

[CONTINUE >>](#)

- **Challenge America Fast-Track:** To support projects that extend the reach of the arts to underserved populations. Grants are for \$10,000. (Deadline: May 26, 2011)

[CONTINUE >>](#)

Choose
a
Category



"Art Works"

Then choose your funding category:

Art Works, Challenge America, or Our Town

Electronic Submission

- ▶ NEA Guidelines include instruction for **Grants.gov**.
- ▶ **Grants.gov** is an online, government-wide electronic application system where all applications are submitted.
- ▶ Electronic application through **Grants.gov** is MANDATORY.



The application guidelines provide all of the information that you need to submit an application, including instructions for using **Grants.gov**.

How many of you have **used Grants.gov before?**

Grants.gov is the online government-wide electronic application system.
APPLICATION THROUGH GRANTS.GOV IS MANDATORY.

If new to Grants.gov; **registration process may take 2 weeks-a month.**
Leave plenty of time. Passwords expire every 90 days and must be reset.

Electronic Submission



TIPS

- ▶ Submit at least 10 days before the deadline.
- ▶ Obtain a DUNS number.
- ▶ Register with CCR (Central Contractor Registration). CCR must be current to apply through the Grants.gov system.
- ▶ Select a Point of Contact who will be accessible and monitor e-mail. Grants.gov sends e-mail notifications for errors and application validation.
- ▶ Contact the **Grants.gov Help Desk** with questions:

1-800-518-4726



Again, **Submit at least 10 days before the deadline.**

Must obtain a DUNS number. (Dun & Bradstreet)

Register with CCR (Central Contractor Registration) will soon be **renamed SAM (System for Award Management).**

Registration must be current to apply through the Grants.gov

Select a Point of Contact who will be accessible and monitor e-mail. Grants.gov sends e-mail notifications for errors and application validation.

Contact the **Grants.gov Help Desk** with technical questions:

1 - 8 0 0 - 5 1 8 - 4 7 2 6

Other Helpful Hints

- ▶ Complete your Grants.gov registration NOW.
- ▶ Read the guidelines *carefully*.
- ▶ Review previously awarded grants.
- ▶ Note the earliest allowable project start date.
- ▶ Double check math on project budget.
- ▶ Contact a discipline specialist with questions.
- ▶ Choose an appropriate work sample.



“Complete your **Grants.gov registration early.**

“Read the NEA Grant Guidelines CAREFULLY.

“Review previously awarded grants . **on our website.**

“Note earliest allowable project start.

“Double check math on project budget.

“Contact a discipline specialist with questions.

“Choose an appropriate work sample . **if dance, send dance. If proposing a guest artist, show work by that artist. All work samples are now reviewed electronically by panelists. Send your best video, audio, PDF-formatted samples. Follow our format instructions!!**

Contact Information



[www. arts.gov](http://www.arts.gov)

Laura Scanlan
Director
State and Regional Partnerships

scanlanl@arts.gov
(202) 682-5583

Thank you for having me

Thank you for all you do to support the arts in your local community